

fluorescent substance of each color during a white display is roughly the same when said display load factor is low and high, depending on a change of the display load factor.

2. (ONCE AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive unit which drives the panel by decreasing a drive frequency of sustain discharges as a display load factor increases,

wherein when the display load factor increases, said drive unit makes a correction so that an emission intensity of green is decreased or an emission intensity of blue is increased compared with a case when the display load factor is lower.

3. (ONCE AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive unit which drives the panel by decreasing a drive frequency of sustain discharges as a display load factor increases,

wherein when the display load factor decreases, said drive unit makes a correction so that an emission intensity of green is increased, or an emission intensity of blue is decreased compared with a case when the display load factor is higher.

4. (TWICE AMENDED) The plasma display panel according to claim 3, wherein said drive unit monitors a power consumption of the panel and corrects said emission intensity of green or blue on a condition that said display load factor increases when said power consumption increases, and said display load factor decreases when said power consumption decreases.

5. (TWICE AMENDED) The plasma display panel according to claim 3, wherein said drive unit monitors the drive frequency of the sustain discharges of the panel, and corrects said emission intensity of green or blue on a condition that said display load factor increases when said drive frequency decreases, and said display load factor decreases when said drive frequency increases.

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6. (TWICE AMENDED) The plasma display panel according to claim 3, wherein said drive unit monitors a luminance value and/or a display area value of each color to be supplied per predetermined unit time, and corrects said emission intensity of green or blue on a condition that said display load factor increases when an accumulated total of said luminance value and/or display area value per predetermined unit time is higher, and said display load factor decreases when the accumulated total of said luminance value and/or display area value per predetermined unit time is lower.

7. (ONCE AMENDED) A plasma display panel which display colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, wherein a chromaticity coordinate value during a white display is roughly constant regardless of a display load which depends on a luminance and/or a display area of a display image.

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8. (ONCE AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, wherein a color temperature value during a white display is roughly constant regardless of a display load which depends on a luminance and/or a display area of a display image.

9. (ONCE AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, wherein a deviation from a color temperature curve denoted by a black body radiation curve during a white display is roughly constant regardless of a display load which depends on a luminance and/or a display area of a display image.

10. (ONCE AMENDED) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, wherein a chromaticity coordinate value during a white display is within  $\pm 0.005uv$  of a deviation region from a color temperature curve denoted by a black body radiation curve regardless of a display load which depends on a luminance and/or a display area of a display image.

Please ADD new claims 11-26 as follows:

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11. (NEW) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising.

a drive unit driving the plasma display panel and changing a drive frequency of sustain discharges according to a display load factor to change an emission intensity of one or more of the plurality of fluorescent substances of predetermined colors, so that a ratio of an emission intensity of each of the different colors during a white display is substantially equal regardless of the display load factor.

12. (NEW) The plasma display panel according to claim 11, wherein the display load factor changes.

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13. (NEW) The plasma display panel according to claim 11, wherein when the display load factor increases from a first level to a second level, higher than the first level, by increasing a luminance and/or a display area of a display image, the drive unit decreases an emission intensity of green light from a first intensity to a second intensity less than the first intensity or increases an emission intensity of blue light from a third intensity to a fourth intensity greater than the third intensity.

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14. (NEW) The plasma display panel according to claim 11, wherein when the display load factor decreases from a first level to a second level, lower than the first level, by decreasing a luminance and/or a display area of a display image, the drive unit increases an emission intensity of green light from a first intensity to a second intensity greater than the first intensity or decreases an emission intensity of blue light from a third intensity to a fourth intensity less than the third intensity.

15. (NEW) The plasma display panel according to claim 13, wherein said drive unit detects a power consumption of the plasma display panel and adjusts the emission intensity of the green light and/or the emissions intensity of the blue light based on a relationship between display load factor changes and power consumption changes.

16. (NEW) The plasma display panel according to claim 14, wherein said drive unit detects a power consumption of the plasma display panel and adjusts the emission intensity of the green light and/or the emissions intensity of the blue light based on a relationship between display load factor changes and power consumption changes.

17. (NEW) The plasma display panel according to claim 13, wherein said drive unit detects the drive frequency of the sustain discharges of the plasma display panel and adjusts the emission intensity of the green light and/or the emissions intensity of the blue light based on a relationship between display load factor changes and drive frequency changes.

18. (NEW) The plasma display panel according to claim 14, wherein said drive unit detects the drive frequency of the sustain discharges of the plasma display panel and adjusts the emission intensity of the green light and/or the emissions intensity of the blue light based on a relationship between display load factor changes and drive frequency changes.

19. (NEW) The plasma display panel according to claim 13, wherein said drive unit detects a luminance value and/or a display area value of each color to be supplied per predetermined unit time, and adjusts the emission intensity of the green light or the emission intensity the blue based on a relationship between changes of the display load factors and changes of an accumulated total of an luminance value and/or a display area value per predetermined unit time.

20. (NEW) The plasma display panel according to claim 14, wherein said drive unit detects a luminance value and/or a display area value of each color to be supplied per predetermined unit time, and adjusts the emission intensity of the green light or the emission intensity the blue based on a relationship between changes of the display load factor and changes of an accumulated total of an luminance value and/or a display area value per predetermined unit time.

21. (NEW) A plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

a drive frequency detection unit to detect a drive frequency and adjust output values of a gamma table in a gamma conversion process according to the detected drive frequency so that a ratio of an emission intensity of each of the different colors during a white display is substantially equal regardless of the display load factor.

22. (NEW) A method of driving plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

driving the plasma display panel by changing a drive frequency of sustain discharges according to a change of a display load factor thereby to change an emission intensity of one or more of the plurality of fluorescent substances of predetermined colors, so that a ratio of an emission intensity of each of the different colors during a white display is substantially equal regardless of the display load factor.

23. (NEW) A method of driving plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

detecting a drive frequency; and

adjusting output values of a gamma table in a gamma conversion process according to the detected drive frequency so that a ratio of an emission intensity of each of the different colors during a white display is substantially equal regardless of the display load factor.

24. (NEW) A method of driving plasma display panel which displays colors by exciting a plurality of fluorescent substances of different colors using ultra-violet rays generated during discharges, comprising:

driving the plasma display panel by decreasing a drive frequency of sustain discharges as a display load factor increases thereby to change an emission intensity of a fluorescent substance of a predetermined color, so that a ratio of the emission intensity of said fluorescent substance of each color during a white display is roughly the same when said display load factor is low and high, depending on a change of the display load factor.